



SINGAPORE
MANAGEMENT
UNIVERSITY

Lee Kong Chian School of Business
Year 2004/05 Term 3a

Knowledge Governance: Policies and Strategies for Managing Knowledge-based Economies in Southeast Asia (MGMT303)

Instructors: Hans-Dieter Evers, Visiting Professor
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Office: Room B03-17 Business Block
Time: Wednesdays and Thursdays from 8.30am – 1.30pm over 4 weeks between 25
Apr - 22 May, 2005/ 39 hrs in total
Venue: Accountancy Block, level 2, Media Theatre

COURSE DESCRIPTION

Since knowledge has been identified as a major factor of production, several Southeast Asian governments have embarked on strategies to develop a knowledge society and a knowledge-based economy. The race for competitive advantages is shifting from a natural resources and industrial production base to a knowledge and information base. Producing and selling knowledge is seen as a key factor in public as well as corporate development strategies. The course will stress knowledge management as part of national and international public policy, as knowledge governance. Case studies of selected Asian countries (mainly Singapore and Malaysia) and of international organisations will form the backbone of the course. The cultural preconditions and effects of knowledge governance will be discussed and the strategies of the Singapore and Malaysian governments in this respect analysed.

PREREQUISITES

None

REQUIREMENTS

(1) Individual Writing Assignment:

Preparation of a summary of up to 2 pages of one reference (journal article, chapter in a book or website) and presentation in class (slides).

(2) Group Project – KM/KG Strategy of one country and organisation of a K-Forum (agenda will be explained in class). Groups of max. 5 students will undertake an in-depth examination of KM strategies and their results in Singapore, Malaysia or another Asian country or an international

organization based on library and internet research and present the results in class (slides or video). A paper of less than 20 pages per group is required. A video with a video script may be submitted instead.

OR

Groups of max 5 students will prepare a brief (1 page each or slides) on a selected issue for a debate in a “Knowledge Forum” and submit an executive summary of the debate of about 10 pages the following week.

The course instructors will be available for intensive consultations in person or through e-mail.

RECOMMENDED TEXT AND READINGS

Menkhoff, Thomas, Hans-Dieter Evers and Chay Yue Wah (2005), *Governing Knowledge in Asia*. Singapore: World Scientific.

Hossain, Sayed and Cheng Ming Yu (2003), *An Introduction to Knowledge Economy*. Kuala Lumpur: McGraw Hill.

Stehr, Nico (ed.) (2004), *The Governance of Knowledge*. London: Transaction Publishers.

Text books and some articles are on reserve in the SMU Library. You are encouraged to surf the internet and use web resources as far as possible. Additional readings will be assigned and a reading list will be distributed. See also <http://www.mysmu.edu/faculty/hdevers/> and <http://www.uni-bonn.de/~hevers/index.html>.

Students are requested to register for the World Bank sponsored Development Gateway <http://www.developmentgateway.org/> (search for KNOWLEDGE ECONOMY) or go directly to <http://topics.developmentgateway.org/knowledge#>. This World Bank sponsored website is designed to increase the free flow of knowledge. Documents, papers, statistics are not copyrighted and may be downloaded free of charge by registered users. Your instructor is an advisor to the World Development Gateway.

ASSESSMENT METHOD

There is **no final examination** in this course. Cumulative assessment (CA) constitutes 100% of the final grade, consisting of:

- 40% for completion of individual writing assignment,
- 40% for group project and presentation and
- 20% for participation in discussions etc.

Class Timings

Wednesdays and Thursdays 8:30am – 1:30pm

COURSE METHODS

Multi-media seminar sessions, internet-based case studies and field visits.

CLASS SCHEDULE

Wed/Thu	Topic
Week 1 27-28 April	I The Global Context 1. Introduction to the course 2-3. Knowledge as a Factor of Production 4. Knowledge and Development 5. What is “Knowledge” in a K-Society? 6. The Emerging K-Economy and Society
Week 2 04-05 May	II Towards a Knowledge Society and Economy 1. Knowledge Governance 2. Governing Knowledge: Intellectual Property Rights (Visit by IPOS) 3. Research and Development. 4. Experts and Consultants: Epistemic Culture, local and global Knowledge 5. The Consultancy Industry (guest lecture by Sree Kumar) 6. Knowledge Sharing
Week 3 11-12 May	III Knowledge Governance in Southeast Asia 1. Knowledge and Development: Closing the K-Gap in Southeast Asia 2-3. Measuring the K-Society: Indicators for Singapore, Malaysia and Indonesia 4-5. Wawasan 2020 and the KM Strategies of Malaysia 6. KG Strategies of other Asian countries (Indonesia, China, Korea etc)
Week 4 18-19 May	IV Knowledge Governance in Singapore 1-3. A Centre of Excellence: KM Strategies of Singapore (Visit to A*Star) 4-5. Knowledge Governance in Singapore 6. Review of Course Results